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Customer No. 025181

Docket No. NMC-003.01

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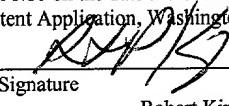
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Robert King

Please Print Name of Person Signing

Dear Sir:

Transmitted herewith for filing is the patent application of

Inventor(s): Joseph T. Pych

For: Systems and Methods for Generating Highly Responsive Prospect Lists

Enclosed are:

- This is a request for filing a  continuation-in-part  divisional application under 37 CFR 1.53(b), of pending prior application serial no. 09/661,010 filed on September 13, 2000 entitled Method and System for Acquiring Prospect List Over a Computer Network; serial no. 09/662,364 filed on September 13, 2000 entitled Method and System for Storing Prospect List in a Computer Database; serial no. 09/662,429 filed on September 13, 2000 entitled Method and System for Distributing Prospect Lists Over a Computer Network; and serial no. 09/662,362 filed on September 13, 2000 entitled Method and System for Enabling Privacy Control in a Prospect List Database.
- 17 pages of specification, 11 pages of claims, 1 page of abstract.
- 3 sheets of drawings.
- A Declaration, Petition and Power of Attorney.
- An assignment of the invention to \_\_\_\_\_ A recordation form cover sheet (Form PTO 1595) is also enclosed.
- A verified statement to establish small entity status under 37 C.F.R. 1.9 and 37 C.F.R. 1.27.
- Other Return postcard

The filing fee has been calculated as shown below:

	(Col. 1)	(Col. 2)
FOR:	NO. FILED	NO. EXTRA
BASIC FEE	//////////	
TOTAL CLAIMS	58 - 20	= 38
INDEP. CLAIMS	7 - 3	= 4
<input type="checkbox"/> MULTIPLE DEPENDENT CLAIMS PRESENTED		

\* If the difference in Col. 2 is less than zero,  
enter "0" in Col. 2.

SMALL ENTITY	
RATE	Fee
/////////	\$ 355
x 9=	\$ 342
x 40	\$ 160
+135	\$
TOTAL	857

OTHER THAN SMALL ENTITY	
OR	RATE
OR	///////// \$ 710
OR	x 18= \$
OR	x 80 \$
OR	+270 \$
OR	TOTAL 0

- Please charge my Deposit Account No. 06-1448 in the amount of \$. A duplicate copy of this sheet is enclosed.
- A check in the amount of \$ 857.00 to cover the filing fee is enclosed.
- The Commissioner is hereby authorized to charge payment of the following fees associated with this communication or credit any overpayment to Deposit Account No. 06-1448.
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- A check in the amount of \$ \_\_\_\_\_ to cover the recording of assignment documents is also enclosed.
- Address all future communications (May only be completed by applicant, or attorney or agent of record) to David A. Lane, Jr. at **Customer Number: 025181** whose address is:

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Date: October 26, 2000

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**VERIFIED STATEMENT CLAIMING SMALL ENTITY STATUS  
(37 CFR 1.9(f) & 1.27(c))--SMALL BUSINESS CONCERN**

Docket Number (Optional)  
NMC-003.01

Applicant or Patentee: Joseph T. Pych  
Serial or Patent No.: Not Assigned  
Filed or Issued: Herewith

Title: Systems and Methods for Generating Highly Responsive Prospect Lists

I hereby declare that I am

- the owner of the small business concern identified below:  
 an official of the small business concern empowered to act on behalf of the concern identified below:

NAME OF SMALL BUSINESS CONCERN Nextmark.com  
ADDRESS OF SMALL BUSINESS CONCERN 2 Buck Road, Suite 8  
Hanover, NH 03755

I hereby declare that the above identified small business concern qualifies as a small business concern as defined in 13 CFR 121.12, and reproduced in 37 CFR 1.9(d), for purposes of paying reduced fees to the United States Patent and Trademark Office, in that the number of employees of the concern, including those of its affiliates, does not exceed 500 persons. For purposes of this statement, (1) the number of employees of the business concern is the average over the previous fiscal year of the concern of the persons employed on a full-time, part-time or temporary basis during each of the pay periods of the fiscal year, and (2) concerns are affiliates of each other when either, directly or indirectly, one concern controls or has the power to control the other, or a third party or parties controls or has the power to control both.

I hereby declare that rights under contract or law have been conveyed to and remain with the small business concern identified above with regard to the invention described in:

- the specification filed herewith with title as listed above.  
 the application identified above.  
 the patent identified above.

If the rights held by the above identified small business concern are not exclusive, each individual, concern or organization having rights in the invention must file separate verified statements averring to their status as small entities, and no rights to the invention are held by any person, other than the inventor, who would not qualify as an independent inventor under 37 CFR 1.9(c) if that person made the invention, or by any concern which would not qualify as a small business concern under 37 CFR 1.9(d), or a nonprofit organization under 37 CFR 1.9(e).

Each person, concern or organization having any rights in the invention is listed below:

- no such person, concern, or organization exists.  
 each such person, concern or organization is listed below.

Separate verified statements are required from each named person, concern or organization having rights to the invention averring to their status as small entities. (37 CFR 1.27)

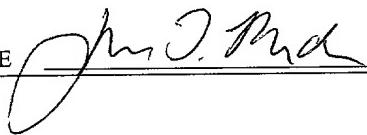
I acknowledge the duty to file, in this application or patent, notification of any change in status resulting in loss of entitlement to small entity status prior to paying, or at the time of paying, the earliest of the issue fee or any maintenance fee due after the date on which status as a small entity is no longer appropriate. (37 CFR 1.28(b))

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application, any patent issuing thereon, or any patent to which this verified statement is directed.

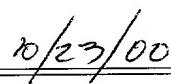
NAME OF PERSON SIGNING  
TITLE OF PERSON IF OTHER THAN OWNER  
ADDRESS OF PERSON SIGNING

Joseph T. Pych  
President  
2 Buck Road, Suite 8  
Hanover, NH 03755

SIGNATURE



DATE



## SYSTEMS AND METHODS FOR GENERATING HIGHLY RESPONSIVE PROSPECT LISTS

### **Reference to Related Applications**

5        This patent application claims priority to U.S. Provisional Patent Application No. 60/161,496 filed October 26, 1999, and is a continuation-in-part of co-pending U.S. Patent Application No. 09/661,010, filed September 13, 2000, U.S. Patent Application No. 09/662,364, filed September 13, 2000, U.S. Patent Application No. 09/662,429, filed September 13, 2000, and U.S. Patent Application No. 09/662,362, filed September 13, 10 2000, each of which claims priority to U.S. Provisional Patent Application No. 60/153,597 filed September 13, 1999, and U.S. Provisional Patent Application No. 60/153,592, filed September 13, 1999. Each of the aforementioned patent applications is incorporated hereon by reference.

### **Background of The Invention**

15        This application generally relates to the generation of lists of prospective customers and, in particular, to the generation of highly responsive lists of prospective customers.

20        A successful marketing plan or marketing campaign is an important part of any business attempting to provide goods or services to consumers. To be successful, a marketing plan requires a list or lists of prospective customers that can be targeted to receive marketing material. Targeting marketing material to consumers relevant to the business, i.e. prospective customers of the business, is critical to ensuring high consumer response to the marketing material and conserving the marketing resources of the 25 business.

30        Conventional methods of identifying a list or lists of prospective customers can produce poor results in terms of consumer response and can be too costly for some businesses. One common method involves the purchase of a prospect list through a list broker or directly from the source or manager of a prospect list. A prospect list typically contains a list of consumers (prospects) having at least one common attribute or characteristic. For example, the subscribers of a particular magazine may comprise a prospect list. Presently, there are over 28,000 available prospect lists. Because of the

large number of available prospect lists, many list purchasers choose to work with a list broker to obtain a prospect list that includes likely consumers of the business. To be successful, the list broker must understand the business of the list purchaser, including, for example, the relevant industry, the competition, the present customers, the goods and services being sold, and how they have successfully been sold in the past. In addition, after analyzing the list purchaser, the list broker must understand the nature of the available prospect lists so as to make the proper recommendations to the list purchaser.

While manual list research may lead to finding effective and responsive prospect lists, it suffers from many drawbacks. Because of the large number of variables involved in identifying a useful prospect list, list brokers often rely on intuition to identify relevant prospect lists. As a result, two independent list brokers may identify two different prospect lists for the same list purchaser, and each list can produce dramatically different consumer responses. As the success or failure of a prospect list for each list purchaser is often not tracked, the response to a purchased prospect list is not considered during later use of the prospect list, leading to repeated and costly errors.

Yet another problem associated with manual list research is that the cost of the services is too much for many businesses. Thus, many businesses rely on prospect lists that are not specifically targeted to their potential customers. As a result, marketing material is frequently sent to consumers with a very low chance of interest. Consumers may consider such poorly targeted marketing material as “junk mail.” As most consumers typically receive a deluge of marketing material by e-mail, telephone, or mail, poorly targeted marketing material can be annoying, wasteful, and can lead to relevant or highly targeted marketing material being disregarded along with the junk.

### **Summary Of The Invention**

The present invention provides systems and methods for generating a highly targeted list of prospective customers for a list purchaser. The systems and methods of

the present invention can generate targeted lists of prospective customers at least partially based on successful prospect lists previously used by the list purchaser, based on prospect lists used by related list purchasers, such as list purchasers in the same or similar industry as the list purchaser, based on previous customers of the list purchaser or based on any combination of this data. The systems and methods of the present invention are particularly suited to network-based prospect list services that provide prospect lists from a database to prospect list purchasers, such as direct marketers, over a computer network, such as the Internet.

In accordance with one aspect of the present invention, a method for generating a targeted list of prospective customers for a first list purchaser includes identifying, from a database of prospect lists, one or more successful lists of prospective customers generated for the list purchaser and identifying, from the database of prospect lists, at least one other list purchaser who has used at least a subset of the one or more successful lists identified for the first list purchaser. The method may further include identifying, from the database of prospect lists, successful lists of prospective customers generated for each of the other list purchasers. The first list purchaser may be provided access to a targeted list of prospective customers, including at least a subset of the successful lists of prospective customers identified for the first list purchaser and for the other list purchasers.

In accordance with a further aspect of the present invention, the list generating method may include ranking the prospect lists identified from the database based on predetermined factors to identify prospect lists most relevant to the first list purchaser. The predetermined factors can include, for example, how recently an order was placed for the prospect list, the total amount of money previously spent ordering prospective customers from the list, or the total number of customers ordered from the list.

In accordance with another aspect of the present invention, the list generating method includes removing duplicate prospective customers from the targeted list of prospective customers.

In accordance with a further aspect of the present invention, the database of prospective customers is a computer database available over a computer network via client computers to a plurality of list purchasers.

In accordance with another embodiment of the present invention, a method for generating a targeted list of prospective customers for a first list purchaser may include identifying, from a database containing information concerning prospect lists, a second list purchaser that is related to the first list purchaser based on predetermined criteria. The list generating method may further include identifying, from the database, a successful prospect list identified for the second list purchaser. The first list purchaser may be provided access to a targeted list of prospective customers including one or more prospective customers from the prospect list identified for the second list purchaser.

In accordance with another aspect of the present invention, the list generating method may include identifying, from the database, a plurality of third-party list purchasers related to the first list purchaser based on predetermined criteria, and identifying, from the database, a plurality of successful prospect lists identified for one or more of the third-party list purchasers.

In accordance with a further aspect of the present invention, the predetermined criteria for identifying the second list purchaser concerns a similar or common characteristic of the first list purchaser and the second list purchaser. The characteristics may include, for example, the industry of the list purchasers, the Standard Industrial Classification (SIC) code of the list purchasers, or the geographic location of the list purchasers.

In accordance with another embodiment of the present invention, a method of for generating a targeted list of prospective customers for a first list purchaser may include identifying, from a database of prospect lists, a successful list of prospective customers for the first list purchaser. In addition, the list generating method includes identifying, from the database, a set of additional prospect lists that include prospective customers from the successful list of prospective customers for the first list purchaser. The first list purchaser may be provided access to a targeted list of prospective customers including one or more prospective customers from the set of additional prospect list.

In accordance with another aspect of the present invention, prospective customers stored in the database may be each assigned a unique known party ID. Identifying a set of additional prospect lists may include identifying prospective customers stored in the database having the known party ID assigned to prospective customers from the 5 successful list of the first list purchaser. Alternatively, identifying a set of additional prospect lists may include identifying prospective customers stored in the database having attributes similar to attributes of the prospective customers from the successful list of the first list purchaser.

In accordance with a further aspect of the present invention, the list generating 10 method includes soliciting feedback from the first list purchaser to evaluate the success of a prospect list provided to the first list purchaser. The feedback from the first list purchaser may be stored in the database. Identifying a successful list of prospective customers for the first list purchaser may be based on the feedback from the first list purchaser stored in the database.

15 The list generating methods of the present invention can be implemented as a set of processing instructions, stored in a computer readable storage medium, for directing a computer, such as a server hosting a prospect list service or a client computer, to carry out the steps of the methods.

A system for implementing a computerized prospect list service according to the 20 present invention includes a server computer hosting a prospect list service accessible via client computers to a plurality of list purchasers and a database of prospect lists. The prospect list service includes a user interface comprising controls whereby a list purchaser can access information concerning prospect lists stored in the database. The prospect list service is preferably available via a computer network to assist a first list 25 purchaser in generating and accessing a list of prospective customers based on previously successful lists of prospective customers generated for the first list purchaser.

In accordance with another aspect of the present invention, the prospect list service may be available via the computer network to assist a list purchaser in generating and accessing a list of prospective customers based on at least one previously successful 30 list of prospective customers generated for a second list purchaser other than the first list

purchaser. The prospect list service may identify the second list purchaser based on the second list purchaser's use of a previously successful list of the first list purchaser.

Alternatively, the prospect list service may identify the second list purchaser based on predetermined criteria relating the second list purchaser to the first list purchaser. The

5 predetermined criteria may include, for example, similar or common characteristics of the list purchasers such as the industry of the first list purchaser.

In accordance with a further aspect of the present invention, the prospect list service may be available via the computer network to assist a list purchaser in generating and accessing a list of prospective customers based on at least one list of prospective 10 customer generated for a second list purchaser that includes one or more prospective customers included in a previously successful list of prospective customers generated for the first list purchaser.

#### **Brief Description Of Drawings**

15 FIG. 1 is a schematic illustrating a simplified prospect list database according to the teachings of the present invention;

FIG. 2 is a flowchart illustrating a method of generating a list of prospective customers for a list purchaser based on a previously successful prospect list of the list purchaser;

20 FIG. 3 is a flowchart illustrating a method of generating a list of prospective customers for a list purchaser based on a previously successful prospect list of another list purchaser; and

FIG. 4 is a flowchart illustrating a method of generating a list of prospective customers for a list purchaser based on a prospect list including previous customers of the 25 list purchaser.

**Detailed Description of Preferred Embodiments**

To provide an overall understanding of the invention, certain illustrative embodiments will now be described, including systems and methods for generating a highly targeted list of prospective customers for a list purchaser. The systems and 5 methods of the present invention may be implemented as part of an online prospect list service available via a computer network, such as the Internet, to assist a list purchaser in selecting and purchasing a list of prospects from a list manager. As used herein, the term “prospect list” generally refers to a list of prospects having one or more common characteristics or attributes. A prospect can be, for example, an individual, a group of 10 individuals, a household, a businesses, or other entity or organization. The term “list manager” as used herein generally refers to any person, business, or other entity responsible for distribution of a prospect list, including the list owner or list source. The term “list purchaser” refers to any person, business, or other entity interested in acquiring access to a list of potential customers. A list purchaser can be, for example, a marketer 15 interested obtaining a list of potential customers to direct marketing or advertising to or can be a list broker working on behalf of one or more marketers.

The online prospect list service, as well as the systems and methods for implementing the service, are also described in commonly-owned, pending U.S. Patent Application No. 09/661,010, filed September 13, 2000, entitled Method and System for Acquiring Prospect Lists over a Computer Network, U.S. Patent Application No. 20 09/662,364, filed September 13, 2000, entitled Method and System for Storing Prospect Lists in a Database, U.S. Patent Application No. 09/662,429, filed September 13, 2000, entitled Method and System for Distributing Prospect Lists over a Computer Network, and U.S. Patent Application No. 09/662,362, filed September 13, 2000, entitled Method 25 and Systems for Enabling Privacy Control in a Prospect List Database.

The embodiments described herein will focus on a prospect list service that is accessible over a computer network via client computers, such as the prospect list services described in the aforementioned commonly-owned patent applications. It would, however, be easily understood by one of skill in the art that the systems and methods for

generating a highly targeted list of prospective customers of the present invention can be implemented in other fashions without departing from the scope of the present invention.

Prospect lists used in implementing the systems and methods of the present invention are preferably stored in one or more databases, such as the computer databases of prospect lists described in the aforementioned commonly-owned patent applications. One skilled in the art will appreciate that prospect list databases may be realized using any computer database system including object oriented or relational database systems. Preferably, a relational database system, such as, for example Oracle, MySQL, Informix, DBS, or SQL Server may be used to realize the prospect list databases of the present invention. For this reason, the following description and associated figures describe the prospect list databases using relational database terminology. However, one skilled in the art will appreciate that other database systems may be used to implement the present invention.

Figure 1 illustrates a simplified example of a prospect list database that can be used to implement the systems and methods for generating targeted lists of prospective customers for a list purchaser of the present invention. The database is made up of a collection of data structures and relationships between those data structures. The data structure can be a table from a relational database, an object from an object oriented database or any other type of data structure which can be used to store data in a database. As the prospect list database is preferably implemented by a relational database system, the following description of the component database structures will use the terminology of relational databases. One skilled in the art will appreciate, however, that the type of database structure is dependent upon the database system employed, and that alternative structures may be used without departing from the scope of the present invention.

The prospect list database includes a list purchaser data table 1 that provides data about the list purchasers that may have previously purchased lists from the database or otherwise transacted or communicated with the prospect list service. The list purchaser data may include information such as, for example, the name 13 of the list purchaser, a list purchaser or client ID 11, which may be assigned to the list purchaser by the prospect list database, and characteristics of the list purchaser. The list purchaser characteristics

may include data characterizing the list purchasers, for example, the industry of the list purchaser, the type of goods or services sold by the list purchaser, and/or the geographic location of the list purchaser. The industry of each list purchaser may be represented using the Standard Industrial Classification Code (“SIC Code”) 15. One skilled in the art  
5 will appreciate that additional data concerning list purchasers may be included in the list purchaser data table 1 without departing from the scope of the present invention.

The exemplary prospect list database illustrated in Figure 1 can also include a list order data table 3 providing data about orders, by list purchasers, for prospect lists stored in the database. The list order data table 3 has a relationship to the list purchaser data  
10 table 1 represented by the c/o relationship 2. The c/o relationship 2 indicates that each list purchaser may have placed any number of orders for prospect lists, from zero upwards. Each list order in the list order data table 3, thus, may be connected to one list purchaser in the list purchaser data table 1, although one list purchaser in the list  
15 purchaser data table 1 may be connected to one or more list orders stored in the list order data table 3. One skilled in the art will appreciate that each of the data tables of the prospect list database, including the list purchaser data table and the list order data table, can be a single data table containing data about a plurality of list purchasers or list orders, respectively, or, alternatively, can be a plurality of data tables, each including data about one list purchaser or list order, respectively. For the purpose of simplicity, one list order  
20 data table 3 is shown in Figure. 1.

The list order data table 3 may include information related to orders for prospect lists provided by list purchasers. Such list order data may include, for example, a unique order ID 31 assigned by the list purchaser or the prospect list database, the list purchaser or client ID 11 of the list purchaser placing the order, and an order date 35. The list order  
25 data table 3 may also include success data 37 indicating the success of ordered prospect list(s) for the list purchaser. In the list order table 3, success data 37 can be stored as the Boolean values of true or false (yes/no), although additional information may be stored. For example, a ranking system may be employed in which the list purchaser or the prospect list service ranks the success of the list order on a sliding scale. The success of a

list order may be determined by soliciting feedback from the list purchaser about the list order. For example, measuring the response to marketing directed to prospective customers included on the ordered prospect lists may provide the list purchaser with an indication of the successfulness of the prospect list order. The list purchaser feedback can  
5 be stored as success data 37 in the prospect list database. Alternatively, as discussed below, the success data 37 can be provided by the prospect list service.

The prospect list database illustrated in Figure 1 may include a list rental data table 5 providing data concerning the prospect lists associated with an order from a list purchaser for prospect lists. The list rental data table 5 is related to the list order data  
10 table 3 by the o/r relationship 4. Generally, a list order included in a list order data table 3 may be related to one or more prospect lists included in a list rental data table 5. Generally, each list rental data table 5 may be related to a single list order, as a prospect  
15 list order may request multiple prospect lists, and, preferably, each time a prospect list is ordered the prospect list is related specifically to the order through the list rental data table 5. Thus, a prospect list may be included in multiple list rental data tables 5 so as to identify relationships between the prospect list and the corresponding list orders.

The list rental data structure 5 may include information related to the purchase of an ordered prospect list. List purchase information may include the list order ID 31 to associate the purchased prospect list with the corresponding list order. The list rental  
20 data table 5 can also include the list ID 53 of the prospect list being purchased and continuation data 55 specifying whether or not the prospect list is a continuation of a previously ordered prospect list. One manner of determining if a prospect list is successful for a list purchaser is to allow the list purchaser to order and purchase a subset of the prospects included on the prospect list and, then, send marketing material to that  
25 limited subset. If the list purchaser is satisfied with the response from the subset of prospects, the list purchaser may then order additional prospects from that list. The subsequent order of all or additional prospects is referred to as a continuation of the initial order. One skilled in the art will appreciate that there may be additional continuations after the initial continuation. The continuation data 55 can be useful, as a  
30 subsequent order of a prospect list, e.g., a continuation list, may indicate that the prospect

list was successful for the list purchaser. The number or count 57 of prospects purchased from the prospect list and the cost 59 of purchasing the prospects can also be included in the list rental data table 5.

The prospect list database can also include one or more list data tables 7 for  
5 storing information concerning a prospect list purchased by the list purchaser. The list data table 7 may be associated with the list rental data table 5 by the r/l relationship 6. Generally each list rental data table 5 will be associated with one list data table 7. Each list data table 7, however, may be associated with any number of list rental tables 5, as each prospect list stored in the database may be purchased multiple times, especially if it  
10 is particularly successful.

The list data table 7 may include information concerning one or more prospect lists including, for example, the a unique list ID 53 assigned to each prospect list in the database.

The prospect list database may include a prospect data table 9 for storing  
15 information related to the prospects of a prospect list. The prospect data table 9 is related to the list data table 7 by the l/p relation 8. Each prospect list stored in the database may include one or more prospects, thus, each prospect list included in a list data table 7 may be associated with a plurality of prospect data stored in one or more prospect data tables 9. Each prospect included in a prospect data table 9 may be  
20 associated with only one prospect list, as prospects may be repeated to provide for the same prospect occurring on multiple lists.

The prospect data table 9 may include prospect data relating to one or more prospects included in a prospect list stored in the database. The prospect data may include a prospect ID 93 to uniquely identify the prospect, as well as a known party or  
25 universal prospect ID 95. The known party ID 95 may be used to uniquely identify a prospect that is included on more than one prospect list stored in the database. For example, if John Smith appears on two or more prospect lists, his known party ID 95 may be the same for each prospect list, while his prospect ID 93 may be unique to each individual appearance on a prospect list. Thus, the known party ID 95 indicates a repetition of the same prospect, while the prospect ID 93 identifies a specific copy of the  
30

prospect data. The prospect data table 9 may also store a List ID 53 to identify the prospect list that a prospect is associated with, and may also generally store other attributes associated with the prospect such as, but not limited to, age, income, height, other demographic information, and/or other information useful in determining the likelihood of a prospect desiring to receiving marketing material related to certain types of goods or services.

The p/p connection 10 illustrates the relationship between the prospect data table 9 and other prospect data tables for the same prospect, but associated with different prospect lists. The p/p relationship 10 indicates that each prospect record can be associated with zero or more other prospect records having the same known party ID 95, but with having different prospect IDs 93.

Highly targeted list of prospective customers can be generated using the exemplary prospect list database illustrated in Figure 1 and described above. Figure 2 illustrates one embodiment of a method for generating a highly targeted list of prospective customers for a list purchaser. In particular, Figure 2 illustrates the process of retrieving a list of prospective customers from the database by using prospect lists that were previously successful for the list purchaser and prospect lists that were previously successful for another list purchaser. This process can be useful in enabling list purchasers to leverage the success of their own and others' past marketing efforts.

Initially, the prospect list system, using the database system that stores and manages the prospect list database, identifies prospect lists that were previously successful for the list purchaser, step 105. Successful prospect list can be identified by first identifying which prospect list orders where successful for the list purchaser. A successful order can be identified based on the success data 37 in the order data tables 3 associated with the list purchaser. For each order that was successful, the database system can then identify prospect lists associated with the order, based on the list ID stored in the list rental data table 5, as well as, any continuation prospect lists, via the continuation data 55 in the list rental data table 5.

The prospect list system can then identify other list purchasers who successfully used the same previously successful prospect lists as the initial list purchaser, step 110.

The other list purchasers can be identified via the list IDs of the previously successful prospect lists of the first list purchaser in the list rental data table 5 and by identifying the list purchasers, possibly via the client ID 11, from the related order data tables 3.

Alternative methods can also be employed to achieve similar results. For example, all  
5 successful lists may be identified for each list purchasers and, each successful prospect list can be compared the previously successful prospect lists for the initial list purchaser.

The client ID of other list purchasers using the same successful lists can then be identified.

In step 115, the prospect list system identifies any additional successful prospect lists that other list purchasers, identified in step 110, have used successfully. To identify the additional successful prospect lists, all prospect list orders placed that were considered successful for each of the identified other list purchasers are specified via the success data 37 in the order data table 3 or by the continuation data 55 in the list rental table 5. The successful lists for the initial list purchaser and the successful lists for the other list purchasers can be grouped to create a set of similar lists, step 120. The system preferably eliminates the identified prospect lists that the list purchaser previously used, whether or not the previously used prospect lists were successful for the list purchaser. In addition, any duplicate identified prospect lists are also preferably removed.

In step 125, the prospect list system, using the database management system,  
20 ranks the identified prospect lists based on predetermined factors to identify the prospect lists most relevant to the list purchaser. The predetermined factors or criteria may include, for example, how recently an order was placed for the prospect list, the total amount previously spent of the prospect list, or the total number of customers ordered from the list, as well as any additional criteria indicative of the successfulness of a  
25 prospect list. The criteria can also be combined to form composite criteria or multi-vectorized criteria for ranking the prospect list. Methods of ranking are well known in the art and one skilled in the art will appreciate that other methods of ranking may be adapted to the rank the prospect lists. The ranking rules may be chosen by the system administrator, some other outside party, or by the list purchaser. In an embodiment in  
30 which the ranking scheme is selected by the list purchaser, the list purchaser may be able

to select from a plurality of pre-established ranking schemes. The pre-established ranking schemes can rank prospect lists by one or more criteria.

The result of the ranking step is a ranked set of prospect lists that can be presented to the list purchaser. The list purchaser can select one or all of the ranked prospect lists 5 using the user interface of the prospect list system, step 130. The list purchaser can then be provided access to the selected prospect lists, step 135. As described in detail in the above referenced commonly-owned patent applications, the prospect lists can be distributed directly to the list purchaser, through a third-party to the list purchaser, or to a third party to contact the prospects on behalf of the list purchaser.

In a further embodiment of the invention, the list generation process described 10 above in connection with Figure 2 can be employed using unsuccessful lists of the list purchaser. For example, a list purchaser can identify other list purchasers that were unsuccessful with the same prospect lists as the list purchaser and, then, identify prospect lists that the other list purchasers were successful with. In a still further embodiment, 15 successful and unsuccessful prospect lists can be used simultaneously to identify other list purchasers.

In accordance with a further embodiment of the invention, a method of generating a targeted list of prospective customers for a list purchaser can employ 20 successful prospect lists of the list purchaser's peers or competitors. The strategy associated with this method recognizes that if a prospect list works for a peer or competitor of the list purchaser, the prospect list is also likely to work for the list purchaser. This list generation process may be useful, in particular, to a list purchaser without a direct marketing history or with a generally unsuccessful marketing history to generate a highly responsive, targeted list.

Figure 3 illustrates a list generating process employing successful prospect lists of 25 the peers or competitors of the list purchaser. Initially, the prospect list system identifies the list purchaser's peer group or competitors, step 205. The peers or competitors of the list purchaser can be provided by a system operator, by the list purchaser, and/or through the prospect list data stored in the prospect list database. As discussed above, the 30 prospect list database can store characteristics about each list purchaser in a list purchaser

data table 1. The list purchaser data table can include information about the industry of the list purchaser, such as the SIC code. Using the database management system, list purchasers having similar characteristics, such as the same SIC code, can be identified to create a peer group. For example, list purchasers having the same SIC Code may be part 5 of the same peer group.

The prospect list system can then identify the set of prospect lists that the peer group have used successfully, step 215. Successful prospect lists can be identified in accordance with the methods described above in connection with Figure 2. The successful prospect lists can then be ranked to identify prospect lists most relevant to the 10 list purchaser, step 225. The list purchaser can select one or all of the identified prospect lists and the selected prospect lists can be distributed to the list purchaser, step 230.

In accordance with another embodiment of the present invention, a method of generating a targeted list of prospective customers can identify other prospect lists including prospects from the successful prospect lists of the list purchaser. This list 15 generation method allows the list purchaser to utilize its present customers to identify additional customers having the same or similar characteristics. As the average customer may have a significant number of characteristics or attributes, it is often difficult to identify prospects having similar attributes. The list generating methods of the present invention, simplify the process of identify similar prospects by utilizing the prospect list 20 database.

In accordance with one embodiment, the list purchaser may submit its customer list to the prospect list database to provide a basis to identify prospect lists in the prospect list database including the current customers of the list purchaser. The customer list of the list purchaser can be matched against all other prospect lists in the database to 25 identify prospect lists including the current customers. Prospect lists including a high number of current customers are likely include prospects similar to the current customers. This process can also be employed using the previously successful prospect lists of the list purchaser. Figure 4 illustrates in more detail a list generating process identifying prospect lists including prospects having similar attributes as the list purchaser's current 30 customers.

Initially, the list purchaser can select the list to be employed in the list generating process, step 305. As discussed above, the list purchaser can select, for example, a current customer list, a previously successful list, or any other list to serve as the basis for identifying additional prospect lists. Alternatively, the database management system 5 can be employed to identify successful list of the list purchaser or the list purchaser's peers to serve as the basis of comparison.

Upon selecting the base list, the prospect list database can be searched to identify prospect lists that include customers or prospects from the base list, step 320. The known party ID can be utilized to identify the prospects or customers common to the base list 10 and other lists in the database. As discussed above, any two prospect records in the database having the same known party ID are for the same prospect. Alternatively, the prospect list database can be searched to identify prospects having the same or similar attributes as the prospects on the base list.

The identified prospect lists can be ranked to identify prospect lists most relevant 15 to the list purchaser, in step 325. Ranking can be achieved using the ranking methods described above or, alternatively, by ranking the identified prospect lists based on the number or percentage of prospects common list to the base list. For example, for each identified prospect list, the number of common prospects can be divided by the total number of prospects on the list to provide a ranking metric. Alternatively, for each list, 20 the number of common prospects can be divided by the total number of prospects on the base list to provide a ranking metric. One skilled in the art will appreciate that the ranking metrics can be combined to rank the identified prospect lists. Methods for combining the ranking metrics can include, but are not limited to, employing a weighted product (e.g. 2 times the result of the first calculation times 3 times the result of the 25 second calculation). The end result of each of the calculations is a number by which the prospect lists can be ranked. The ranking rules may be configurable by the list purchaser.

The list purchaser can select one or all of the identified prospect lists and the selected prospect lists can be distributed to the list purchaser, step 330.

One skilled in the art will appreciate that all or parts of two or more of the above described list generating methods, including the list generating methods illustrated in Figures 2-4, can be combined to generate a targeted list of prospective customers for a list purchaser.

5 While the invention has been disclosed in connection with the preferred embodiments shown and described in detail, various modifications and improvements thereon will become readily apparent to those skilled in the art. Accordingly, the spirit and scope of the present invention is to be defined only by the following claims.

1. A method for generating a targeted list of prospective customers for a first list purchaser comprising:

identifying, from a database of prospect lists, one or more successful lists of prospective customers generated for the list purchaser;

5 identifying, from the database of prospect lists, at least one other list purchaser who has used at least a subset of the one or more successful lists identified for the first list purchaser;

identifying, from the database of prospect lists, successful lists of prospective customers generated for each of the other list purchasers; and

10 providing access to a targeted list of prospective customers, including at least a subset of the successful lists of prospective customers identified for the first list purchaser and for the other list purchasers, to the first list purchaser.

2. The method of claim 1, further comprising

15 ranking the prospect lists identified from the database based on predetermined factors to identify prospect lists most relevant to the first list purchaser.

3. The method of claim 1, further comprising

removing duplicate prospective customers from the targeted list of prospective  
20 customers.

4. The method of claim 1, wherein the database of prospective customers is a computer database available over a computer network via client computers to a plurality of list purchasers.

25 5. The method of claim 1, wherein the step of providing access to the first list purchaser includes

distributing the targeted list of prospective customers to the first list purchaser.

6. The method of claim 1, wherein the step of providing access to the first list purchaser includes  
distributing the targeted list of prospective customers to a third party other than the list purchaser.

5

7. The method of claim 6, wherein the third party contacts prospective customers on behalf of the first list purchaser.

- 10 8. The method of claim 6, wherein the third party stores the targeted list of prospective customers on a storage medium and delivers the storage medium to the list purchaser.

9. A computer-readable storage medium encoded with processing instructions for directing a computer to:

15 identify, from a database of prospect lists, one or more previously successful lists of prospective customers generated for the list purchaser;

identify, from the database of prospect lists, at least one other list purchaser who has used at least a subset of the one or more previously successful lists identified for the first list purchaser;

20 identify, from the database of prospect lists, previously successful lists of prospective customers generated for each of the other list purchasers; and

provide access to a targeted list of prospective customers, including at least a subset of the successful lists of prospective customers identified for the first list purchaser and the other list purchasers, to the first list purchaser.

25

10. The computer-readable storage medium of claim 9, further comprising processing instructions for directing the computer to

rank the prospect lists identified from the database based on predetermined factors to identify prospect lists most relevant to the first list purchaser.

30

11. The computer-readable storage medium of claim 9, further comprising processing instructions for directing the computer to

remove duplicate prospective customers from the targeted list of prospective customers.

5

12. The computer-readable storage medium of claim 9, wherein the database is a computer database of prospective customers available over a computer network via client computers to a plurality of list purchasers.

10 13. The computer-readable storage medium of claim 12, wherein the database of prospective customers is coupled to the computer over a computer network.

14. A system for implementing a computerized prospect list service, the system comprising:

15 a server computer hosting a prospect list service accessible via client computers to a plurality of list purchasers;

a database of prospect lists;

the prospect list service including a user interface comprising controls whereby a list purchaser can access information concerning prospect lists stored in the database, the prospect list service being available via a computer network to assist a first list purchaser in generating and accessing a list of prospective customers based on previously successful lists of prospective customers generated for the first list purchaser.

20 15. The system of claim 14, wherein the prospect list service is available via the computer network to assist a list purchaser in generating and accessing a list of prospective customers based on at least one previously successful list of prospective customers generated for a second list purchaser other than the first list purchaser.

16. The system of claim 15, wherein prospect list service identifies the second list purchaser based on the second list purchaser's use of a previously successful list of the first list purchaser.
- 5 17. The system of claim 15, wherein the prospect list service identifies the second list purchaser based on predetermined criteria relating the second list purchaser to the first list purchaser.
- 10 18. The system of claim 17, wherein the predetermined criteria concerns a business of the first list purchaser and the second list purchaser.
- 15 19. The system of claim 15, wherein the prospect list service is available via the computer network to assist a list purchaser in generating and accessing a list of prospective customers based on at least one list of prospective customer generated for a second list purchaser that includes one or more prospective customers included in a previously successful list of prospective customers generated for the first list purchaser.
20. A method for generating a targeted list of prospective customers for a first list purchaser comprising:
- 20 identifying, from a computer database containing information concerning prospect lists available over a computer network via client computers to a plurality of list purchasers, a second list purchaser that is related to the first list purchaser based on predetermined criteria,
- 25 identifying, from the computer database, a successful prospect list identified for the second list purchaser,
- providing access to a targeted list of prospective customers, including one or more prospective customers from the prospect list identified for the second list purchaser, to the first list purchaser.
- 30 21. The method of claim 20, further comprising

identifying, from the computer database, a plurality of third-party list purchasers related to the first list purchaser based on predetermined criteria, and

identifying, from the computer database, a plurality of successful prospect lists identified for one or more of the third-party list purchasers.

5

22. The method of claim 21, further comprising

ranking the successful prospect lists identified from the computer database based on predetermined factors to identify prospect lists most relevant to the first list purchaser.

10

23. The method of claim 20, further comprising

removing duplicate prospective customers from the targeted list of prospective customers.

24. The method of claim 20, wherein the step of providing access to the first list

15

purchaser includes

distributing the targeted list of prospective customers to the first list purchaser.

25. The method of claim 20, wherein the step of providing access to the first list purchaser includes

20

distributing the targeted list of prospective customers to a third party other than the first list purchaser.

26. The method of claim 25, wherein the third party contacts prospective customers on behalf of the first list purchaser.

25

27. The method of claim 25, wherein the third party stores the targeted list of prospective customers on a storage medium and delivers the storage medium to the first list purchaser.

28. The method of claim 20, wherein the predetermined criteria for identifying the second list purchaser concerns a similar characteristic of the first list purchaser and the second list purchaser.

5 29. A computer-readable storage medium encoded with processing instructions for directing a computer to:

identify, from a computer database containing information concerning prospect lists available over a computer network via client computers to a plurality of list purchasers, a second list purchaser that is related to the first list purchaser based on 10 predetermined criteria,

identify, from the computer database, a successful prospect list identified for the second list purchaser, and

provide access to a targeted list of prospective customers, including one or more prospective customers from the prospect list identified for the second list purchaser, to 15 the first list purchaser.

30. The computer-readable storage medium of claim 29, further comprising processing instructions for directing the computer to

identify, from the computer database, a plurality of third-party list purchasers 20 related to the first list purchaser based on predetermined criteria, and

identify, from the computer database, a plurality of successful prospect lists identified for one or more of the third-party list purchasers.

31. The computer-readable storage medium of claim 30, further comprising processing instructions for directing the computer to

rank the successful prospect lists identified from the computer database based on predetermined factors to identify prospect lists most relevant to the first list purchaser.

32. The computer-readable storage medium of claim 31, further comprising processing instructions for directing the computer to

remove duplicate prospective customers from the targeted list of prospective customers.

33. A method for generating a targeted list of prospective customers for a first list  
5 purchaser comprising:

identifying, from a computer database of prospect lists, a successful list of prospective customers for the first list purchaser;

10 identifying, from the computer database, a set of additional prospect lists that include prospective customers from the successful list of prospective customers for the first list purchaser; and

providing access to a targeted list of prospective customers, including one or more prospective customers from the set of additional prospect list, to the first list purchaser.

34. The method of claim 33, wherein prospective customers stored in the computer  
15 database are each assigned a unique known party ID and wherein the step of identifying a set of additional prospect lists includes

identifying prospective customers stored in the database having the known party ID assigned to prospective customers from the successful list of the first list purchaser.

20 35. The method of claim 33, wherein the step of identifying a set of additional prospect lists includes

identifying prospective customers stored in the database having attributes similar to attributes of the prospective customers from the successful list of the first list purchaser.

25

36. The method of claim 33, further comprising ranking the successful prospect lists identified from the computer database based on predetermined factors to identify prospect lists most relevant to the first list purchaser.

30 37. The method of claim 33, further comprising

removing duplicate prospective customers from the targeted list of prospective customers.

38. The method of claim 33, wherein the step of providing access to the first list  
5 purchaser includes

distributing the targeted list of prospective customers to the first list purchaser.

39. The method of claim 33, wherein the step of providing access to the first list  
purchaser includes

10 distributing the targeted list of prospective customers to a third party other than  
the first list purchaser.

40. The method of claim 39, wherein the third party contacts prospective customers  
on behalf of the first list purchaser.

15 41. The method of claim 39, wherein the third party stores the targeted list of  
prospective customers on a storage medium and delivers the storage medium to the first  
list purchaser.

20 42. The method of claim 33, further comprising soliciting feedback from the first list  
purchaser to evaluate success of a prospect list provided to the first list purchaser.

43. The method of claim 42, further comprising storing the feedback from the first list  
purchaser in the computer database.

25 44. The method of claim 42, wherein the step of identifying a successful list of  
prospective customers for the first list purchaser is based on the feedback from the first  
list purchaser stored in the computer database.

45. A computer-readable storage medium encoded with processing instructions for directing a computer to:

identify, from a computer database of prospect lists, a successful list of prospective customers for the first list purchaser;

5 identify, from the computer database, a set of additional prospect lists that include prospective customers from the successful list of prospective customers for the first list purchaser; and

provide access to a targeted list of prospective customers, including one or more prospective customers from the set of additional prospect list, to the first list purchaser.

10

46. The computer-readable storage medium of claim 45, wherein prospective customers stored in the computer database are each assigned a unique known party ID and further comprising processing instructions for directing the computer to

identify prospective customers stored in the database having the known party ID

15 assigned to prospective customers from the successful list of the first list purchaser.

47. The computer-readable storage medium of claim 45, wherein identifying a set of additional prospect lists includes

20 identifying prospective customers stored in the database having attributes similar to attributes of the prospective customers from the successful list of the first list purchaser.

48. The computer-readable storage medium of claim 45, further comprising processing instructions for directing the computer to

25 rank the successful prospect lists identified from the computer database based on predetermined factors to identify prospect lists most relevant to the first list purchaser.

49. The computer-readable storage medium of claim 45, further comprising processing instructions for directing the computer to

removing duplicate prospective customers from the targeted list of prospective customers.

50. The computer-readable storage medium of claim 45, further comprising  
5 processing instructions for directing the computer to  
solicit feedback from the first list purchaser to evaluate success of a prospect list provided to the first list purchaser.

51. The computer-readable storage medium of claim 50, further comprising  
10 processing instructions for directing the computer to  
store the feedback from the first list purchaser in the computer database.

52. The computer-readable storage medium of claim 51, wherein identifying a successful list of prospective customers for the first list purchaser is based on the  
15 feedback from the first list purchaser stored in the computer database.

53. A computer system for generating a targeted list of prospective customers for a first list purchaser comprising:  
means for storing a database of prospect lists;  
20 a network interface for connecting the computer system to a computer network, the computer system being accessible over the computer network via client computers to a plurality of list purchasers,  
means for providing a user interface comprising controls whereby a list purchaser can access information concerning prospect lists stored in the database, and  
25 means for generating a list of prospective customers for the first list purchaser based on previously successful lists of prospective customers generated for the first list purchaser.

54. The computer system of claim 53, further comprising

means for generating a list of prospective customers for the first list purchaser based on at least one previously successful list of prospective customers generated for a second list purchaser other than the first list purchaser.

5     55.   The computer system of claim 54, wherein second list purchaser is identified based on the second list purchaser's use of a previously successful list of the first list purchaser.

10    56.   The computer system of claim 54, wherein the second list purchaser is identified based on predetermined criteria relating the second list purchaser to the first list purchaser.

57.    The computer system of claim 56, wherein the predetermined criteria concerns a business of the first list purchaser and the second list purchaser.

15    58.   The computer system of claim 53, further comprising means for generating a list of prospective customers for the first list purchaser based on at least one list of prospective customer generated for a second list purchaser that includes one or more prospective customers included in a previously successful list of prospective customers  
20    generated for the first list purchaser.

**Abstract of the Disclosure**

The present invention provides systems and methods for generating a highly targeted list of prospective customers for a list purchaser at least partially based on successful prospect lists previously used by the list purchaser, based on prospect lists used by related list purchasers, such as list purchasers in the same or similar industry as the list purchaser, based on previous customers of the list purchaser or based on any combination of this data. The systems and methods of the present invention are particularly suited to network-based prospect list services that provide prospect lists from a database to prospect list purchasers, such as direct marketers, over a computer network, such as the Internet. A system for implementing a computerized prospect list service includes a server computer hosting a prospect list service accessible via client computers to a plurality of list purchasers and a database of prospect lists. The prospect list service includes a user interface having controls for a list purchaser to access information concerning prospect lists stored in the database. The prospect list service is preferably available via a computer network to assist a first list purchaser in generating and accessing a list of prospective customers based on previously successful lists of prospective customers generated for the first list purchaser.

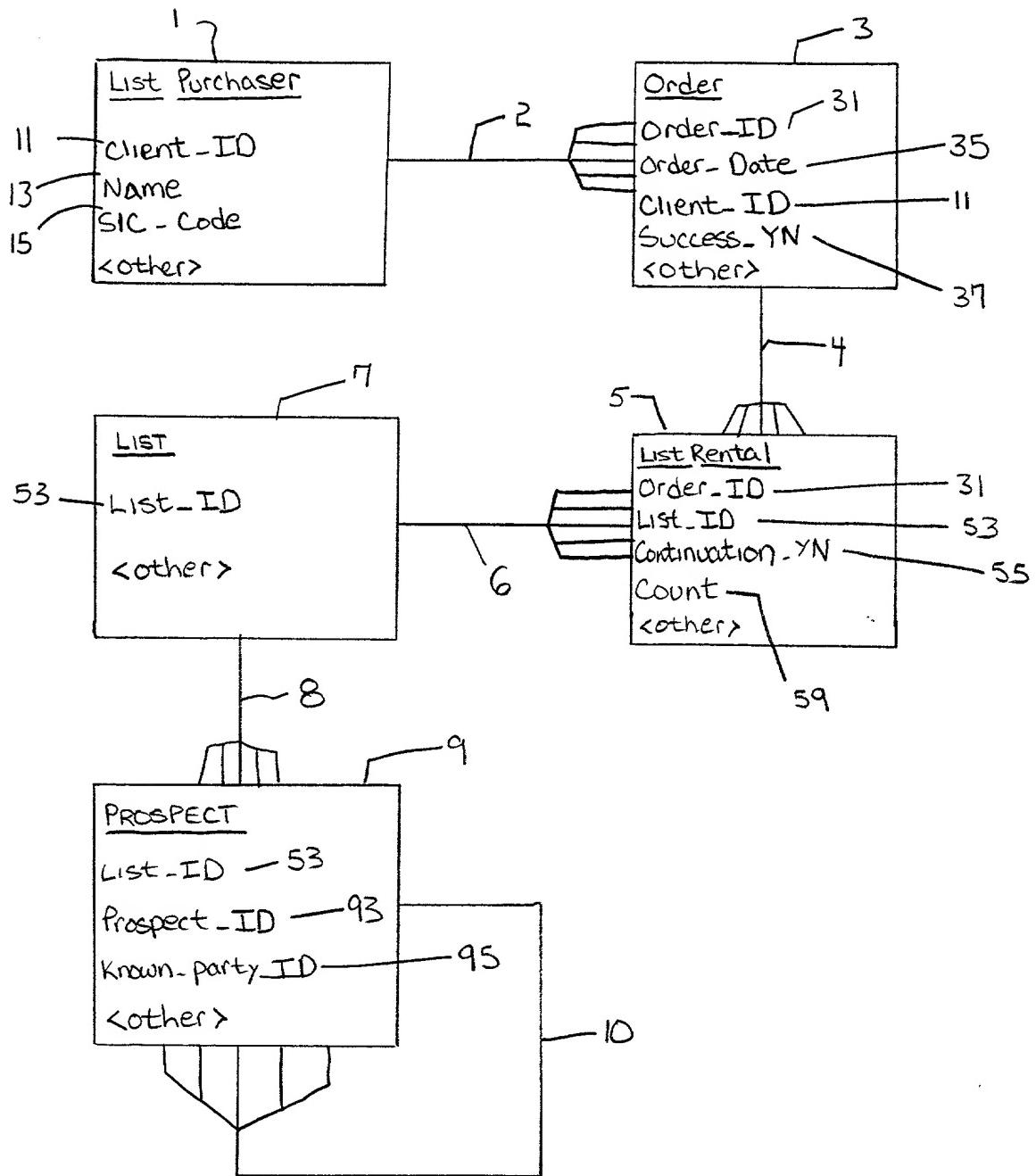
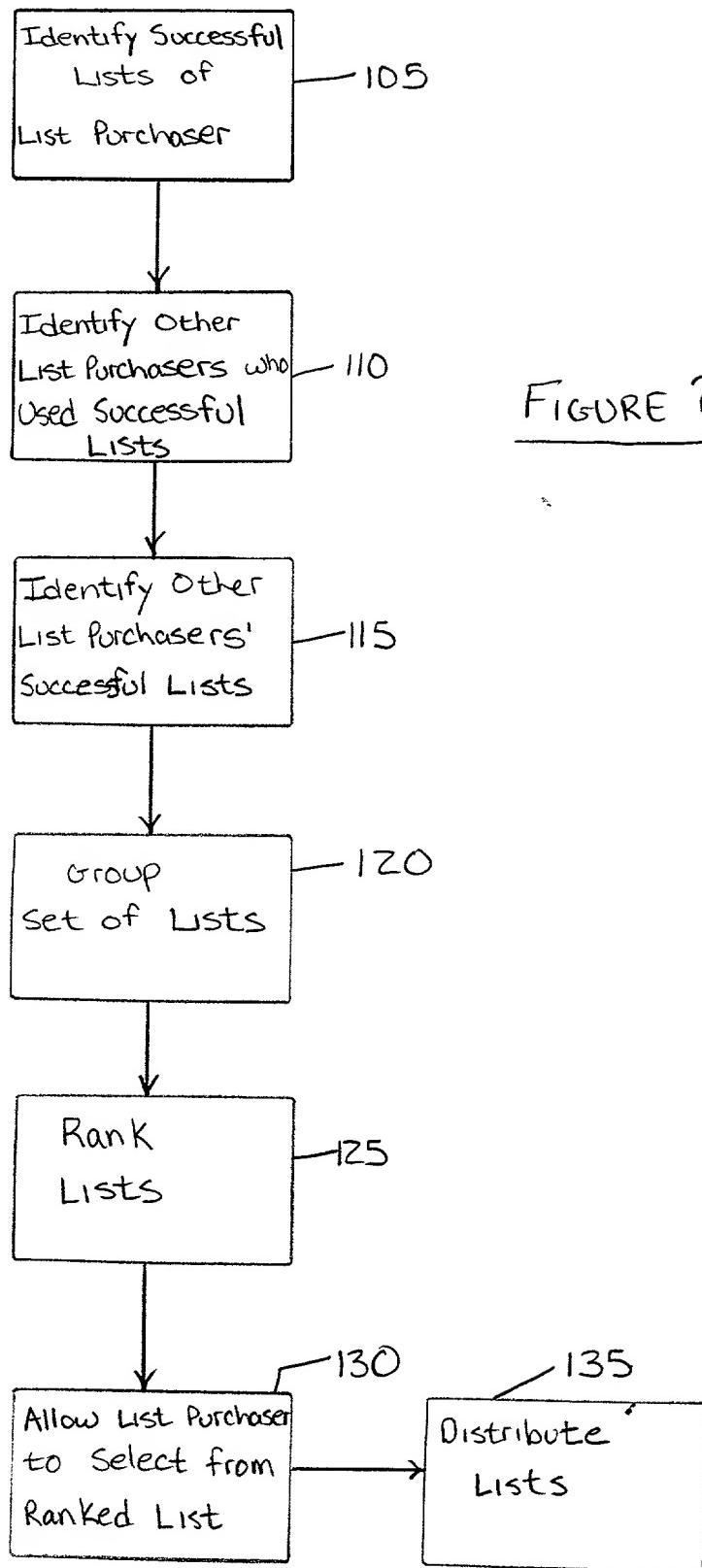


FIGURE 1

FIGURE 2



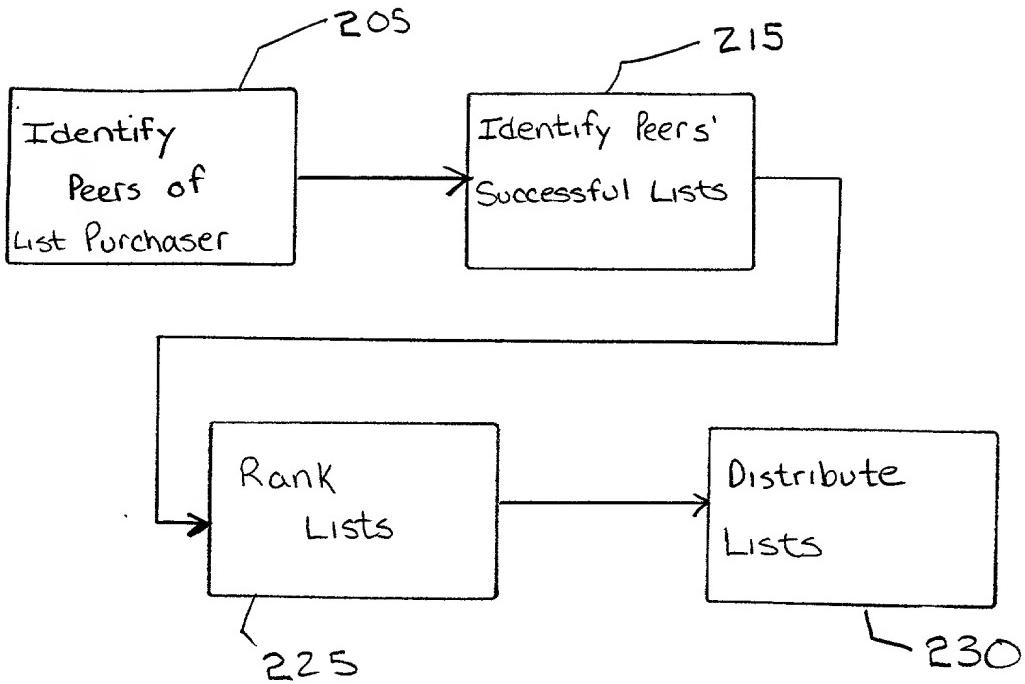


FIGURE 3

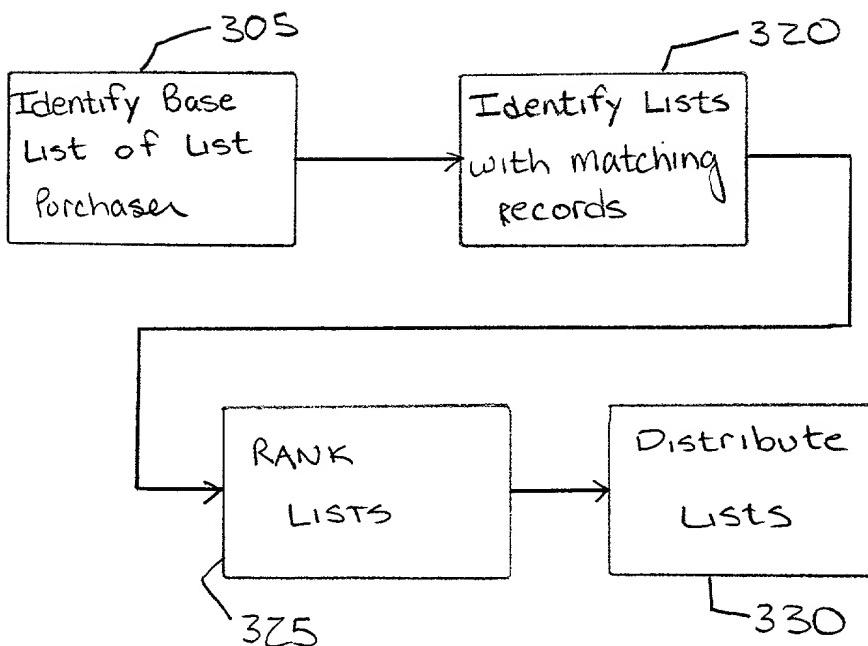


FIGURE 4

DECLARATION FOR PATENT APPLICATION

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name.

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

**Systems and Methods for Generating Highly Responsive Prospect Lists**

the specification of which (check one)

- (x) is attached hereto.  
( ) was filed on \_\_\_\_\_ as United States Application Number, or PCT International Application Number \_\_\_\_\_ and was amended on \_\_\_\_\_ (if applicable).

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in Title 37, Code of Federal Regulation, § 1.56.

I hereby claim foreign priority benefits under Title 35, United States Code, § 119(a)-(d) of any foreign application(s) for patent or inventor's certificate listed below and have also identified below any foreign application for patent or inventor's certificate having a filing date before that of the application on which priority is claimed.

Prior Foreign Application(s)	Priority Claimed
_____ (Number)	_____ (Country) _____ (Day/Month/Year Filed) ( ) Yes ( ) No
_____ (Number)	_____ (Country) _____ (Day/Month/Year Filed) ( ) Yes ( ) No

I hereby claim the benefit under Title 35, United States Code, § 119(e) of any United States Provisional application(s) listed below.

60/161,496                   October 26, 1999  
(Application Number)           (Filing Date)

\_\_\_\_\_  
(Application Number)           \_\_\_\_\_  
(Filing Date)

I hereby claim the benefit under Title 35, United States Code, § 120 of any United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, United States Code, § 112, I acknowledge the duty to disclose information which is material to patentability as defined in Title 37, Code of Federal Regulations, § 1.56 which became available between the filing date of the prior application and the national or PCT international filing date of this application.

<u>09/661,010</u> (Application Number)	<u>09/13/00</u> (Filing Date)	<u>Pending</u> (Status - patented, pending, abandoned)
<u>09/662,364</u> (Application Number)	<u>09/13/00</u> (Filing Date)	<u>Pending</u> (Status - patented, pending, abandoned)
<u>09/662,429</u> (Application Number)	<u>09/13/00</u> (Filing Date)	<u>Pending</u> (Status - patented, pending, abandoned)
<u>09/662,362</u> (Application Number)	<u>09/13/00</u> (Filing Date)	<u>Pending</u> (Status - patented, pending, abandoned)

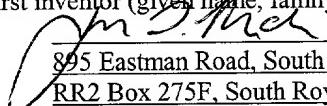
I hereby appoint Beth E. Arnold, Reg. No. 35,430; Kirk Damman, Reg. No. 42,461; Isabelle M. Clauss, Reg. (see attached); Jason Gish, Reg. No. 42,581; Dana Gordon, Reg. No. 44,719; Robert A. Greenberg, Reg. No. 44,133 David Halstead, Reg. No. 44,735; Edward J. Kelly, Reg. No. 38,936; David Lane, Jr., Reg. No. 39,261; Robert Mazzarese, Reg. No. 42,852; Kevin A. Oliver, Reg. No. 42,049; Chinh H. Pham, Reg. No. 39,329; Wolfgang Stutius, Reg. No. 40,256; Kingsley L. Taft, Reg. No. 43,946; Matthew P. Vincent, Reg. No. 36,709; and Anita Varma, Reg. No. 43,221 as attorneys to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith.

Address all telephone calls to David A. Lane, Jr. at telephone number (617) 832-1197.

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I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Full name of sole or first inventor (given name, family name) Joseph T. Pych  
 Inventor's signature   
 Residence 895 Eastman Road, South Royalton, VT. 05068 Date Oct. 24, 2000  
 Post Office Address RR2 Box 275F, South Royalton, VT. 05068 Citizenship United States

( ) Additional inventors are being named on separately numbered sheets attached hereto.